

Demand-Driven Training *‘Eastern CT Style’*



John Beauregard

Executive Director

Eastern CT Workforce Investment Board

The Eastern CT Clinical Data Manager Program



Outline

- I. Identifying Demand (and Opportunity)
- II. The Importance of a Shared Vision
- III. Program Design Principles
- IV. Capitalizing on “Demand’s” Inclination to Provide Industry Support
- V. Outcomes & Reasonable Expectations

I. Identifying Demand (*and Opportunity*)

The Importance of '*Face-to-Face*' Planning

- What We Knew
 - *Corporate Expansion*
 - *Type of Work*
- What We Learned
 - *Vacuum in Training for Key Occupation*
 - *How the void developed*
 - *The industry's progress-to-date*
 - *Employer willingness to help solve the problem*

I. Identifying Demand (*and Opportunity*) Cont'd

Opportunity

Considering the Additional Benefits

- Counter-Balancing Current Economic Direction through Diversification
- Test Our Internal Principles About Lifelong Learning and Its Impact on Quality of Life
- Potential Revenue Source if Replicable

II. The Importance of a Shared Vision

- A Word About **MOTIVE**
- Identifying What's Required to Achieve the **Vision**
 - *State-of-the-art training delivery*
 - *Curriculum should Exceed industry standards*
 - *“Irresistible,” contextual delivery style*
 - *Make industry an active partner*

III. Program Design Principles

- Industry Experts Create the Curriculum
- Software Developer Converts to Interactive Multi-Media, which Simulate FDA Regulated Clinical Trials
- Industry Experts Team-Teach the In-Class Learning Modules
- Cultivate Pipelines and Pathways through Coordination with Community College

IV. Industry Support

- Pfizer Supplied Subject Matter Experts to Develop Content
- Mentors to Support Teams
- Advisors to Ensure Continuity & Consistency
- Instructors Drawn from Industry to Facilitate Learning
- Internships to Apply Lessons & Gain Experience

Industry Collaborators

- Pfizer
- Purdue
- Bayer
- Boehringer-Ingelheim
- Kendle
- Bristol Myers Squibb
- ClinCab
- PPS
- Synectechs
- BLC Consulting

V. Outcomes & Reasonable Expectations

- Industry** - Gained assistance in developing skilled workers, while maintaining control over competency requirements.
- Higher Ed** – Increased their linkage with key industry & gained insight toward the development of new degree or certificate programs.
- Job Seekers** - Found both career path opportunities & dramatically increased (56%) economic security.

V. Outcomes & Reasonable Expectations *(Cont'd)*

Economic Dev - Received improved technical capacity in workforce, increased attractiveness to prospective employers, & a more competitive current employer base.

Government – Federal funds were leveraged across education, economic development, & the private sector to produce significant return. A U.S. patent application outcome may enhance this further.

WIB - A model for replication in other growth clusters.

